



From the Directorate of  
Community & Family Activities  
at West Point



# Commercial Sponsorship Opportunities





## What is Army Morale, Welfare and Recreation (MWR)?

MWR history began in World War I, where behind the lines, Salvation Army sisters and Red Cross volunteers ministered to the needs of soldiers as the forerunners of today's Morale, Welfare and Recreation specialists.

Today, the MWR mission is to honor the soldiers who protect our freedom by providing them and their families with the same quality of life as given to the society they are pledged to defend. Keeping an Army ready to be an effective military force takes more than hard work and training – soldiers need a balance of work and play.

MWR programs have a renowned reputation for their contribution to the Army Family's quality of life. MWR leisure programs provide active-duty, reserve and retired military personnel and their families with sports and physical fitness activities, child development and youth programs, and a variety of food and beverage services. MWR strives to provide quality support and recreational services that contribute to the retention, readiness, and mental, physical and emotional well being of all our service members.

MWR operates its programs with the following five tenants in mind:



- ◆ **COMMUNITY** – MWR plans activities, events and celebrations that bring people together.
- ◆ **GROWTH** – There are a variety of MWR programs available for personal growth, self-enrichment, and learning.
- ◆ **PEACE OF MIND** – MWR offers professional resources that promote personal and family stability.
- ◆ **RENEWAL** – There are multiple MWR programs that promote relaxation and rejuvenation of spirit and morale.
- ◆ **SELF-RELIANCE** – From financial counseling to preparedness for deployment or reunion, MWR helps teach and encourage families to be self-reliant.

## MWR Programs and Activities

### Available at West Point

The West Point MWR organization, which is called The Directorate of Community and Family Activities (DCFA), offers several programs and activities that promote community, growth, peace of mind, renewal and self reliance. Some of these programs/facilities include: Bowling, Golf, Ski, Round Pond Recreational Area, Delafield Pond, Fitness Center, Dining, Library, Continuing Education Programs, Arts and Crafts, Auto Skills, Child Development, Youth Services and Army Community Services.

## What is Commercial Sponsorship?

Commercial and/or corporate sponsorships play a vital role in Morale, Welfare and Recreation activities at the United States Military Academy. The sponsorship program is a positive partnership between the government and the private sector. Our program is designed to meet your corporate marketing and sales goals while fulfilling our program needs. Through our special events, sponsors have many opportunities to select the best venues and promotional outlets to showcase their products and services.

Commercial sponsorships are essential in order to continue the mission of supporting and enhancing the quality of life for over 38,000 active duty and retired military personnel, family members and Department of Defense (DoD) civilian employees at the United States Military Academy (USMA). The USMA community offers a total buying power in excess of \$200 million, which translates into a strong, loyal market available for your product or service messages. Additionally, our

community’s economy is greatly enhanced by visits and revenue produced by over 3 million tourists each year.

There are two types of sponsorship within the military market:  
*solicited sponsorships and unsolicited sponsorships.*

**SOLICITED SPONSORSHIPS** are requests made on behalf of the Directorate of Community and Family Activities (DCFA) for a special event or activity.

**UNSOLICITED SPONSORSHIPS** are sponsor initiated offers based on general knowledge, hearsay or third-party reference for the opportunity to sponsor a DCFA event or activity.

Advantages and Benefits to the Sponsor

- ◆ Advertising in event publicity, programs and promotional material
- ◆ Public address recognition
- ◆ Display of product, banners, posters or table tents
- ◆ Sample giveaways and/or introduction of new products to community
- ◆ Reinforcement of brand recognition and loyalty
- ◆ High profile visibility

Benefits to the Military:

- ◆ Defrays cost of events
- ◆ Enhances interest in events
- ◆ Promotes military and services image
- ◆ Increases participation and promotes a feeling of community
- ◆ Provides the opportunity for the community to host events that might otherwise be cost prohibitive

General Policy Restrictions

Commercial sponsors may not be “endorsed” by the Department of Defense. Products, goods or services may not be “official or exclusive” to any event. A disclaimer provided by the Commercial Sponsorship Coordinator must be printed on all materials, such as fliers, posters, signs, banners and advertisements. The disclaimer must read, “No federal endorsement of sponsor intended.”

Title sponsorship or the recognition of a sponsor’s name, trademark, logo, product or service, in the name of an event is not permitted while referencing the Department of Defense. An example of this is, “ABC Company and

the Directorate of Community and Family Activities present the Fourth of July Celebration.” A permissible title to recognize the corporate sponsor is “The Fourth of July celebration, in part sponsored by ABC Company.” Unsolicited offers from alcohol and tobacco sponsors may be accepted, however, the promotion of these products may not be directed exclusively at the military market. These companies must also sponsor similar events in the civilian community.

ANNUAL SPONSORSHIP OPPORTUNITIES

Halloween Fest

Date: October 31 (Evening event)  
Participation: 300 teens from West Point and the local community

The annual Halloween Fest is presented by Youth Services for the teens of West Point and Highland Falls. It is a popular event that provides our teens with a safe and controlled atmosphere in which to enjoy Halloween festivities.

*Sponsorship Opportunities:*  
Supply funding and or food, beverage, decorations and door prizes.





### **Christmas Tree Lighting Ceremony**

**Date:** Early December (Evening event)  
**Participation:** 400 + from West Point and the local community

This traditional USMA holiday event is a fun way to begin the holiday season. West Point soldiers, families and cadets gather in the Post Exchange parking lot, where the community tree is located, to decorate the tree, sing carols, sip cider and eat cookies. Children look forward to Santa's visit. The culmination of the celebration is the lighting of the Christmas tree.

*Sponsorship Opportunities:*  
Supply funding and or snacks, beverage and treats for the children from Santa and his helpers.

### **Army Family Action Plan Symposium (AFAP)**

**Date:** Late February  
**Participation:** 175 from the West Point Community

Each year, concerned members of the West Point Community volunteer their time to raise and address community issues at this annual symposium. The Army Family Action Plan Symposium is open to active duty and retired military personnel, their family members and DoD civilian personnel. This event is important because it offers each community member the opportunity to enhance the quality of life where we live and work.

*Sponsorship Opportunities:*  
Funding to cover the cost of food and beverage for the two day symposium.

### **Month of the Military Child Luncheon/Picnic**

**Date:** Late April  
**Participation:** 300+ Military and DoD civilian children and their families

The picnic is held at the Victor Constant Ski Slope Lodge. Each year USMA hosts a luncheon for approximately 300 children, youths and parents of the West Point community in celebration of military children. There are several activities planned for the children which include: Bounce-n-Fun, horseback riding, face painting, T-shirt decorating, a clown and games.

*Sponsorship Opportunities:*  
Funding and/or product to cover the cost of food, beverage and entertainment for the picnic.

### **Volunteer Recognition Ceremony**

**Date:** Late April  
**Participation:** Approximately 400

This ceremony recognizes the contributions USMA volunteers have made to improve and sustain our community. Our volunteer force is made up of many individuals from active duty and retired military members, Department of Defense civilian employees, members of the Corps of Cadets and many family members of military personnel. Typically, the Academy's Garrison Commander and Superintendent will speak at the event to thank the volunteers for the generous contributions they have made to the community.

*Sponsorship Opportunities:*  
Funding to cover the cost of food, beverage and a small gift for each volunteer.

### **Kid's Fishing Derby**

**Date:** Mid May  
**Participation:** 150

The Fishing Derby is held at West Point's Round Pond. This is an annual event hosted by DCFA and the West Point Bass Club and is open for youths age 5-15 who live at West Point and in the Town of Highlands. The Derby is also open to the children of Department of Defense employees who work at West Point. This event is an opportunity to introduce and educate children about fishing techniques, safety and caring for the environment.

Awards are given for the largest fish and the most fish by weight.

*Sponsorship Opportunities:*

Funding and/or product to cover the cost of food, beverage and competition prizes.

### **Morgan Farm Stables Open House**

Date: May

Participation: 200+

The Open House is held each year for 200 children, youths and parents from USMA and the Town of Highlands community. The open house is a great opportunity for the staff at Morgan Farm Stables to introduce the community to the activities that can be hosted at this location. The open house includes free pony rides, face painting, a clown to entertain the children, plus a tour of the barn and kennels.

*Sponsorship Opportunities:*

Funding to cover the cost of food, beverage and entertainment.



### **Soldier Appreciation Day**

Date: June

Participation: 700

Each year DCFA hosts a picnic for soldiers and their families in appreciation of their outstanding dedication to our nation and their support of the USMA community. Soldiers participate in competitions such as the three legged race, tug of war and basketball. Door prizes, trophies and a prize for the male and female Soldier Athlete of the Year are awarded during final formation at this event.

*Sponsorship opportunities:*

Funding and/or product to help defray the cost food and prizes.

### **Annual USMA Band Concert Summer Series**

#### **4<sup>th</sup> of July Show**

Date: July 4

Participation: 12,000 +

Each 4<sup>th</sup> of July, the USMA Band performs a Fourth of July Concert as part of their Summer Concert Series at Trophy Point. This concert is a cherished tradition, not only for those who live and work at West Point, but also for the entire tri-state area. The band begins with a musical number and leads into a Salute to the States presentation. As each state is announced by order of date entered into the union, one cadet from each state marches his/her state's flag on stage. Live cannon volleys sound at the announcement of each state. At the





conclusion of the Salute to the States, all 50 state flags are displayed on stage behind the band. The concert concludes with a spectacular show of fireworks over the Hudson River and the band plays "Stars and Stripes Forever."

#### *Sponsorship Opportunities:*

Sponsor and co-sponsor opportunities are available to compensate for the cost of the fireworks display.

### **Summer Reading Program**

Date: July

Participation: 250 children

The summer reading program runs for 6 weeks and is designed to motivate children to continue their reading throughout their summer vacation. Children are signed up in advance, and receive a book bag full of supplies to help them complete the program. Children are divided into age groups and are awarded incentives for every book read. This is not a race and every child is encouraged to read as much as they can. There are several scheduled in-house activities for the program, and there is a final event to conclude the program complete with a professional storyteller. Every child who reads something over the summer receives a certificate of accomplishment. Refreshments are served.

#### *Sponsorship Opportunities:*

Gift certificates for ice cream, kid's meals or an activity (i.e. bowling, baseball game, etc.).

### **Youth Services Open House**

Date: August

Participation: 200

This is an annual Open House to welcome all new youths in the USMA community. The Open House provides the opportunity to showcase the activities available through West Point's Youth Services such as sports programs and day trips. The center is also equipped with a full court basketball gym, a state-of-the-art computer lab, and teen lounge with billiards, snack bar and much more.

#### *Sponsorship Opportunities:*

Funding to supply snacks, beverages and door prizes.

### **Annual 5K/10K Race**

Date: Fall

Participation: 750 - 1,000

Our certified 5K and 10K courses take runners through the grounds of beautiful and scenic USMA. Participation for this event grows each year. Entertainment for participants and bystanders is provided, including static displays, a jump exhibition by the Cadet Parachute Team and music by the USMA band.

#### *Sponsorship Opportunities:*

Funding to compensate for the cost of producing the event; gift certificates and/or products for giveaways.





## West Point Golf Course Club Championship

Date: Early September

Participation: 70 Players

West Point Golf Club members tee off for some friendly competition at this two-day tournament. All participants are treated to a BBQ at the clubhouse at the conclusion of the tournament.

### *Sponsorship Opportunities:*

Funding and/or product to defray cost of food and beverage for the BBQ.

## Annual USMA Band Labor Day

### 1812 Overture Show

Date: Labor Day Weekend

Participation: 12,000 +

Each Labor Day weekend the United States Military Academy Band performs the "1812 Overture Concert" at the culmination of their summer Trophy Point Concert Series. The 1812 concert is a cherished, annual tradition for the USMA community and the entire tri-state area. The concert draws nearly 12,000 people, beginning with a retreat ceremony and field music demonstration by the Hellcats followed by music performed by the Jazz Knights. The USMA Concert Band concludes the concert with Tchaikovsky's 1812 Overture. The event also includes exciting live cannon volleys and spectacular fireworks over the Hudson River.

### *Sponsorship Opportunities:*

Sponsor and co-sponsor opportunities are available to compensate for the cost of the fireworks display.

## Newcomers Welcome Reception

Date: Fall

Participation: 400

This is an annual reception at the Superintendent's house for all incoming staff and faculty, and their spouses. It is an opportunity for the senior leadership of the Academy to personally welcome newcomers to the community. DCFA provides food and beverages for this event.

### *Sponsorship Opportunities:*

Funding to compensate for the cost of food and beverage.

## Annual Bicycle Rodeo

Date: Early August

Participation: 400 children

The Bicycle Rodeo is intended to educate and entertain children from the West Point and Town of Highlands communities. This is an annual event highlighting the importance of bicycle safety and security. Activities include a bicycle skills course, bicycle registration, Ident-A-Kid processing, safety skits, a visit by McGruff the Crime Dog and a raffle. Children navigate a skills course, which is designed to measure and reinforce bicycle safety skills. Ident-A-Kid processing is offered by the military police to provide parents the opportunity to have their children fingerprinted, photographed and videotaped as a means of identification.

### *Sponsorship Opportunities:*

Funding and/or product to compensate for the cost of bicycles, helmets, locks, prizes, snacks.





### *Additional Advertising Opportunities*

If you would like to advertise your services to the West Point community, the following opportunities are available:

#### **DCFA Handbook**

The DCFA Handbook is reproduced annually and is the best way to introduce your product or business to the USMA community. The handbook is a directory detailing MWR activities offered at West Point, complete with contact information for all MWR activities. Advertising space is available throughout the publication. The DCFA handbook is distributed to the entire USMA installation and is also offered to visitors and guests arriving at West Point. (Cost determined by ad size.)

#### **West Point Club Wedding Guide**

The West Point Club Wedding Guide is reproduced every three years and offers the perfect opportunity for you to showcase your specialized business. From cakes to florists, and gowns to DJs, this guide offers the bride and groom a variety of choices when planning their wedding day. (Cost determined by ad size.)

#### **Golf Tee Signs and Bench Signs**

West Point's beautiful and scenic 18-hole, public golf course offers the opportunity to garner additional exposure for your business. Static display advertising is available on golf tee signs and bench signs. Displays run April through November each year. (Cost determined by ad size.)

#### **West Point Club Off-Premise Catering Menu**

The West Point Club Off-Premise Catering Menu is reproduced every two years, offering local businesses a targeted audience for such unique events as weddings, graduations, promotion parties, retirement parties, reunions, birthday parties, office functions and more. Advertise your specialty here! (Cost determined by ad size.)

#### **Round Pond Recreation Map and Brochure**

You don't have to travel far from USMA to find a place to camp, hike, boat, swim, windsurf, fish, picnic or just relax with your family. Round Pond offers this and more! Each guest arriving at Round Pond is provided with a brochure, a map of Round Pond and local area map. Advertising space is available on the map and inside the brochure. This is a great opportunity to target the seasonal tourist and advertise your business. (Cost determined by ad size and placement.)

#### **Victor Constant Ski Slope**

One of the best-kept secrets in the Army is USMA's affordable ski area. With 100% snowmaking capabilities, Victor Constant Ski offers a complete cross country and downhill skiing and snowboarding experience, plus a ski lodge, Primo's Pizza and snack bar, a rental center and a repair shop. All staff is certified in safety and instruction adding to the personal experience that ski enthusiasts from the surrounding communities have come to enjoy. Static display advertising is available on the back of lift chairs for the entire 10-week ski season. (One ad size only. Cost will vary per season.)

#### **For More Information**

The Department of Defense sets broad commercial sponsorship and advertising policies. For specific questions regarding these policies, or to inquire about sponsorship or advertising, please contact Ms. Elizabeth Harrington, Commercial Sponsorship Coordinator, by phone at (845) 938-8185 or by email at [elizabeth.harrington@usma.edu](mailto:elizabeth.harrington@usma.edu).